

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A digital copying machine ~~An advertisement system~~ ~~which provides an advertisement of merchandise to a number of users,~~ comprising:
 - a display device that displays ~~for displaying the~~ an advertisement of merchandise;
 - a mail button that instructs the digital copying machine ~~for instructing~~ to transmit, ~~by~~ an e-mail message, that includes information related to the piece of merchandise of the advertisement displayed by said display device;
 - an input device that inputs ~~for inputting~~ a recipient of the e-mail message for which transmission is instructed by said mail button; and
 - a mail transmission device that ~~for~~, when said mail button is pressed, transmits ~~transmitting~~ the e-mail message having the information of the piece of merchandise, including link information linked with a site on the Internet where the piece of merchandise is on sale, from the digital copying machine to the recipient input by said input device.

2. (Currently amended) A digital copying machine ~~An advertisement system~~ according to claim 1, further comprising: ~~wherein~~
 - ~~said system further comprises~~ a connection device that is connected to a network, ~~and~~ wherein said mail transmission device has a function of connecting to the network and transmits the e-mail message having the information of the piece of merchandise, including the link information linked with the site on the Internet where the piece of merchandise is on sale, to a mail address on the network, which is input by said input device.

3. (Currently amended) A digital copying machine ~~An advertisement system~~ according to claim 1, wherein said mail transmission device ~~is~~ comprises a radio communication module for performing short-distance radio communication, ~~and~~ connects to a portable terminal designated by said input device, ~~and~~ is connectable by short-distance radio communication to transmit the e-mail message having the information of the piece of

merchandise, including the link information linked with the site on the Internet where the piece of merchandise is on sale, to the portable terminal.

4. (Currently amended) A digital copying machine ~~An advertisement system~~ according to claim 1, further comprising: wherein

~~said system further comprises~~ a memory in which an address capable of receiving an e-mail message is registered in advance for each user, ~~and~~

wherein said input device causes a user to select an address to which the e-mail message is to be transmitted from a list of users registered in said memory in advance.

5. (Currently amended) A digital copying machine ~~An advertisement system~~ according to claim 1, further comprising: wherein

~~said system further comprises~~ a memory that stores ~~for storing~~, as a transmission log, an address for an e-mail message transmitted by said mail transmission device, ~~and~~

wherein said input device causes a user to select an address to which the e-mail message is to be transmitted from a list of transmission logs registered in said memory.

6. (Currently amended) A digital copying machine ~~An advertisement system~~ according to claim 1, further comprising: wherein

~~said system further comprises~~ a memory that stores ~~for storing~~ a plurality of types of forms of an e-mail message to be transmitted by said mail transmission device,

wherein said input device causes a user to select a form of the e-mail message to be transmitted from the forms stored in said memory, and

said mail transmission device generates the e-mail message having the information of the piece of merchandise, including the link information linked with the site on the Internet where the piece of merchandise is on sale, using the form selected by said input device and transmits the e-mail message.

7. (Currently amended) A digital copying machine ~~An advertisement system~~ according to claim 7, wherein said memory stores at least a form for requesting a buyer who has an authority for purchase to purchase the piece of merchandise as one of the forms, and

when the form for requesting purchase of the piece of merchandise is selected by said input device, said mail transmission device transmits the e-mail message having the information of the piece of merchandise, including link information linked with a site on the Internet where the piece of merchandise is on sale, to the recipient input by said input device using the form for requesting the buyer to purchase the piece of merchandise.

8. (Currently amended) A digital copying machine ~~An advertisement system~~ according to claim 1, further comprising: wherein

~~said system further comprises~~ a memory in which permission/inhibition of display of the advertisement displayed on said display device is set in accordance with a category of the piece of advertised merchandise or a time zone for display, ~~and~~

wherein said display device displays the advertisement of the piece of merchandise on the basis of the permission/inhibition of display set in said memory.

9. (Currently amended) A digital copying machine ~~An advertisement system~~ according to claim 1, wherein the link information contains information representing a presenter of the piece of merchandise.

10. (Currently amended) A digital copying machine ~~An advertisement system~~ ~~which provides an advertisement of merchandise to a number of users,~~ comprising:

a display device that displays ~~for displaying~~ the advertisement of merchandise;

a memory that stores ~~for storing~~, as a bookmark, information related to the piece of merchandise displayed by said display device;

a registration button that instructs the digital copying machine to register ~~for registering~~ the information related to the piece of merchandise as the bookmark in said memory when the advertisement of the piece of merchandise is being displayed on said display device; and

a transmitter ~~server device~~ that ~~for~~, upon being accessed from an external device, transmits ~~transmitting~~ the information related to the piece of merchandise registered in said memory as the bookmark to the external device as data displayable on the external device, the

data displayable on the external device containing link information linked with a site on the Internet where the piece of merchandise is on sale.

11. (Currently amended) A digital copying machine ~~An advertisement system~~ according to claim 10, wherein the link information contains information representing a presenter of the piece of merchandise.

12. (Currently amended) A digital copying machine ~~An advertisement system~~ according to claim 10, wherein said transmitter ~~server device~~ has a function of connecting to a network and is accessed from the external device through the network.

13. (Currently amended) A digital copying machine ~~An advertisement system~~ according to claim 10, wherein the external device is comprises a portable terminal capable of short-distance radio communication, and

said transmitter ~~server device~~ has a function of performing short-distance radio communication and is accessed from said portable terminal by short-distance radio communication.

14. (Currently amended) A digital copying machine ~~An advertisement system~~ according to claim 10, wherein said transmitter ~~server device~~ is a WWW server for providing contents onto the Internet and is accessed from the external device by the WWW.

15. (Currently amended) A digital copying machine ~~An advertisement system~~ according to claim 10, wherein

said memory stores the information related to the piece of merchandise as the bookmark in units of ~~systems~~ digital copying machines capable of displaying advertisements of merchandise, and

for a user who has accessed said digital copying machine ~~server~~ by the external device, said transmitter ~~server~~ transmits the information related to the piece of merchandise registered as the bookmark corresponding to said digital copying machine ~~system~~ to the external device as the data displayable on the external device.

16. (Currently amended) A digital copying machine ~~An advertisement system~~ according to claim 10, wherein

said memory stores the information related to the piece of merchandise as the bookmark in units of users, and

said transmitter server identifies a user who has accessed said digital copying machine server by the external device and transmits the information related to the piece of merchandise registered as the bookmark corresponding to the user to the external device as the data displayable on the external device.

17. – 22. Canceled

23. (Currently amended) 'An advertisement method operable on a digital copying machine ~~of providing an advertisement of merchandise to be sold on the Internet~~, comprising:
displaying the advertisement of merchandise on a display device of the digital copying machine;

~~the first step of designating, through an interface of the digital copying machine, to transmit, by an e-mail message, that includes~~ information related to the piece of merchandise of the advertisement displayed on a the display device of the digital copying machine ~~usable by a number of users;~~

~~the second step of designating, through the interface of the digital copying machine, a~~ recipient of the e-mail message for which transmission is designated ~~in the first step;~~ and

~~the third step of,~~ when transmission of the e-mail message is designated ~~in the first step,~~ transmitting the e-mail message having the information of the piece of merchandise, including link information linked with a site on the Internet where the piece of merchandise is on sale, from the digital copying machine to the recipient designated in the second step, the link information containing information representing a presenter of the piece of merchandise;
and

~~the fourth step of, when the piece of merchandise is purchased at the site on the Internet by the e-mail message transmitted in the third step, specifying the presenter by the~~

~~link information and providing a service corresponding to a payable amount for the piece of merchandise to a buyer.~~

24. – 25. Canceled

26. (Currently amended) An advertisement method of providing an advertisement of merchandise operable on a digital copying machine that provides an advertisement of merchandise to be sold on the Internet, comprising:

displaying the advertisement of merchandise on a display device of the digital copying machine;

~~the first step of~~ storing, as a bookmark, information related to the piece of merchandise displayed on a the display device usable by a number of users in a memory of the digital copying machine; and

~~the second step of,~~ in accordance with an access from an external device, transmitting the information related to the piece of merchandise registered in the memory as the bookmark ~~in the first step~~ from the digital copying machine to the external device as data displayable on the external device, the data displayable on the external device containing link information linked with a site on the Internet where the piece of merchandise is on sale, and the link information containing information representing a presenter of the piece of merchandise; ~~and~~

~~the third step of, when the piece of merchandise is purchased at the site on the Internet linked by the link information of the bookmark displayed on the external device by the data transmitted in the second step, providing a service corresponding to a payable amount for the piece of merchandise to a buyer.~~

27. – 28. Cancel